

**IN THE CLAIMS:**

Please cancel claims 173-193, leaving all previously submitted claims 1-193 now cancelled.

Please add new claims 194-256.

In accordance with the Revised Rules under 37 C.F.R. 1.121, please amend the claims as shown below.

Claims 1-193 (Cancelled)

194. (new) A media processing system for use in an environment in which selected objects require a “smart” media sample having printed material and an RFID transponder with an electronic circuit, memory, and antenna capable of responding to an RF interrogation signal, and in which environment other objects require only a conventional (“dumb”) media sample having printed material but lacking an RFID transponder, the media processing system creating on demand both smart and conventional dumb media samples in response to programmed instructions from a host processor, the system comprising:

an on-demand print device configured to receive a series of labels, tickets, tags, cards, or other media samples, said print device printing on media samples in response to programmed format and content print instructions individualized for each media sample in the series of media samples which instruct the print device regarding what to print and where to print on the media sample; and

an on-demand value adding mechanism configured to receive said series of media samples and a series of RFID system components, said value adding mechanism in response to programmed instructions individualized for each media sample, either applying to the media sample an RFID system component from said series of components to render the media sample

smart, or not applying an RFID system component to the media sample to thereby cause the media sample to be dumb.

195. (new) The media processing system of claim 194 wherein said print device comprises a media sample printer, and wherein said value adding mechanism comprises an accessory to the printer.

196. (new) The media processing system of claim 194 wherein said media samples have a liner.

197. (new) The media processing system of claim 194 wherein said media samples are linerless.

198. (new) The media processing system of claim 194 wherein each of said media samples has an adhesive backing and said value adding mechanism adheres an RFID system component to said adhesive backing.

199. (new) The media processing system of claim 194 wherein a media sample does not have an adhesive backing and said value adding mechanism adheres an adhesive-backed RFID system component to a non-adhesive surface of said smart media sample.

200. (new) The media processing system of claim 194 wherein said RFID system component comprises an RFID transponder.

201. (new) The media processing system of claim 200 configured to verify information stored in the RFID transponder.

202. (new) The media processing system of claim 201 configured to write to and read from said RFID transponder in response to programmed instructions.

203. (new) The media processing system of claim 201 configured to verify information

stored in said RFID transponder before the print device prints.

204. (new) The media processing system of claim 201 wherein the value adding mechanism is configured to apply an RFID transponder to a media sample after the transponder has been verified.

205. (new) The media processing system of claim 194 configured to apply to said media sample only an RFID system component which is not defective.

206. (new) The media processing system of claim 205 configured to verify that an RFID system component is not defective before applying it to said media sample.

207. (new) The media processing system of claim 206 configured to retain or reject an RFID system component determined to be defective.

208. (new) The media processing system of claim 200 configured to apply to said media sample only an RFID transponder which is not defective.

209. (new) The media processing system of claim 200 wherein said value adding mechanism is configured to retain or reject a received RFID transponder which is defective and to apply to said media sample an RFID transponder which is not defective.

210. (new) The media processing system of claim 204 wherein said value adding mechanism receives said series of transponders on a liner and is configured to retain on said liner any transponder that is not accurately verified.

211. (new) The media processing system of claim 210 wherein said value adding mechanism includes a moveable structure which has a first position adjacent to a media sample in which a transponder is located to be peeled from the liner and applied to a media sample, and a second position spaced from a media sample in which a transponder is located so as not to be peeled

from the liner and not to be applied to the media sample.

212. (new) The media processing system of claim 211 wherein said moveable structure includes an electromechanical actuator.

213. (new) The media processing system of claim 212 wherein said electromechanical actuator comprises a linear actuator.

214. (new) The media processing system of claim 194 wherein said value adding mechanism includes a moveable structure which has a first position in which an RFID system component is adapted to be peeled from a liner and applied to a media sample, and a second position in which an RFID system component is adapted to not be peeled from a liner and not be applied to the media sample.

215. (new) The media processing system of claim 214 wherein said moveable structure includes an electromechanical actuator.

216. (new) The media processing system of claim 215 wherein said electromechanical actuator comprises a linear actuator which is adapted to move an RFID system component toward or away from a media sample to which the component is to be applied.

217. (new) The media processing system of claim 194 wherein said value adding mechanism includes a pressure-applying structure configured to press together an RFID system component, an associated media sample, and an adhesive layer located at an interface between the RFID system component and the associated media sample.

218. (new) The media processing system of claim 217 wherein said pressure-applying structure includes a tamper.

219. (new) The media processing system of claim 218 wherein said tamper comprises:

a fast-acting solenoid;

a gas spring driven by said solenoid; and

a surface configured to press together the RFID system component and the associated media sample, said gas spring damping the fast action of said solenoid.

220. (new) The media processing system of claim 194 wherein said value adding mechanism includes a vacuum device for holding a media sample as an RFID system component is applied to the media sample.

221. (new) The media processing system of claim 220 wherein said vacuum device comprises a vacuum conveyor.

222. (new) The media processing system of claim 217 including a vacuum device for holding the media sample as an RFID system component is applied to the media sample.

223. (new) The media processing system of claim 194 wherein said value adding mechanism applies a plurality of RFID system components to a selected media sample.

224. (new) The media processing system of claim 194 wherein said print device comprises a thermal printer or thermal transfer printer.

225. (new) The media processing system of claim 200 wherein said RFID transponder comprises a chipless, passive, or active RFID transponder.

226. (new) The media processing system of claim 194 configured to create a gas flow directed to assist in effectuating application of the RFID system component to a media sample.

227. (new) The media processing system of claim 194 configured to apply to a media sample at least one RFID system component and at least one value-adding element which is not an RFID system component.

228. (new) The media processing system of claim 194 wherein the print instructions cause the print device to print pictorial information on the media sample.
229. (new) The media processing system of claim 194 wherein said RFID transponder has a memory storing a software program.
230. (new) The media processing system of claim 229 wherein said software program instructs further processing of the media sample.
231. (new) The media processing system of claim 200 wherein said media processing system has a transponder programmer configured to write to and read from the RFID transponder.
232. (new) The media processing system of claim 231 wherein said transponder programmer in response to first programmed instructions encodes said transponder with second program instructions.
233. (new) The media processing system of claim 232 wherein said second programmed instructions direct further processing of the media sample.
234. (new) The media processing system of claim 194 wherein said series of media samples have an adhesive backing and are received on a liner, and wherein said media processing system is configured to peel a media sample from said liner, apply an RFID system component to said adhesive backing of the media sample, and relaminate the media sample on a liner.
235. (new) The media processing system of claim 234 wherein said liner is the liner which originally carried the media sample.
236. (new) The media processing system of claim 234 wherein said liner is a liner different from the liner that originally carried the media sample.
237. (new) For use in an environment in which selected objects require a “smart” media

sample having printed material and an RFID transponder with an electronic circuit, memory, and antenna capable of responding to an RF interrogation signal, and in which environment other objects require only a conventional (“dumb”) media sample having printed material but lacking an RFID transponder, the media processing system creating on demand both smart and conventional dumb media samples in response to programmed instructions from a host processor, a method comprising:

receiving a series of labels, tickets, tags, cards, or other media samples, and on demand printing on media samples in response to programmed format and content print instructions individualized for each media sample in the series of media samples which instruct the print device regarding what to print and where to print on the media sample; and

receiving said series of media samples and a series of RFID system components, and on demand in response to programmed instructions individualized for each media sample, either applying to the media sample an RFID system component from said series of components to render the media sample smart, or not applying an RFID system component to the media sample to thereby cause the media sample to be dumb.

238. (new) The media processing system of claim 237 wherein a media sample has an adhesive backing, said method including adhering an RFID system component to said adhesive backing.

239. (new) The method of claim 237 wherein a media sample does not have an adhesive backing, said method including adhering an adhesive-backed RFID system component to a non-adhesive surface of said smart media sample.

240. (new) The method of claim 237 wherein said RFID system component comprises an

RFID transponder.

241. (new) The method of claim 240 including verifying information stored in the RFID transponder.

242. (new) The method of claim 241 including writing to and reading from said RFID transponder in response to programmed instructions.

243. (new) The method of claim 241 including verifying information stored said RFID transponder before said printing.

244. (new) The method of claim 241 including applying an RFID transponder to a media sample after verifying the transponder.

245. (new) The method of claim 237 applying to said media sample only an RFID system component which is not defective.

246. (new) The method of claim 245 including verifying that an RFID system component is not defective before applying it to said media sample.

247. (new) The method of claim 246 including retaining or rejecting an RFID system component determined to be defective.

248. (new) The method of claim 240 including applying to said media sample only an RFID transponder which is not defective.

249. (new) The method of claim 240 including retaining or rejecting a received RFID transponder which is defective and applying to said media sample an RFID transponder which is not defective.

250. (new) The method of claim 244 wherein said value adding mechanism receives said series of transponders on a liner, the method including retaining on said liner any transponder



that is not accurately verified.

251. (new) The method of claim 237 including selectively either moving an RFID system component into a first position and applying the transponder to a media sample, or moving an RFID system component into a second position and refraining from applying the transponder to the media sample.

252. (new) The method of claim 237 including holding a media sample with a vacuum as an RFID system component is applied to the media sample.

253. (new) The method of claim 237 including applying a plurality of RFID system components to a selected media sample.

254. (new) The method of claim 237 including creating a gas flow directed to assist in effectuating application of the RFID system component to a media sample.

255. (new) The method of claim 237 including applying to a media sample at least one RFID system component and at least one value-adding element which is not an RFID system component.

256. (new) The method of claim 237 wherein a media sample in said series of media samples has an adhesive backing and is carried on a liner, said method including peeling the media sample from said liner, applying an RFID system component to said adhesive backing of the media sample, and relaminating the media sample on a liner.